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4-H and

# YOUTH DEVELOPMENT

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FEDERAL EXTENSION SERVICE U. S. DEPARTMENT OF AGRICULTURE  
WASHINGTON D. C. 20250

No. 85  
August 16, 1965

Dear Co-workers:

Flexibility and adaptability -- These could be by-words of the 4-H program. Through the leadership of Wilbur Pease, New York, on loan to the 4-H Division, FES, we have been conducting a survey of Extension youth programs with disadvantaged rural youth. This work was done at the request of ECOP's Task Force on Work with Youth of Low-Income Families in Rural Areas.

We are proud to report that all except two States gave many examples of on-going 4-H programs and activities focused on the special needs of youth of low income families. A review of these examples portrays the dynamic versatility of the 4-H program to serve needs of youth in many varied situations and circumstances. We expect the report of the survey will be available for distribution in early fall. We also hope to arrange for FES staff members to go to some counties to observe some of the outstanding programs reported.

## RUSS SMITH TO JOIN FES TEAM

Russel W. Smith, Program Leader, 4-H, in Ohio will be joining the Division of 4-H and Youth Development staff on October 1. Russ is a native of Vermont and was later a 4-H agent in that State. He was a 4-H Club Fellow in 1953-54. He has been on the Ohio staff for the past ten years.

Russ has a Master's degree in Human Development from University of Maryland and has made significant progress on a doctoral program at Columbia University.

He will fill the position vacated by Maurice Hill, giving overall leadership in the Northeastern States and also having nation wide assignments in certain designated areas. He has had a particular interest in youth work in densely populated areas.

We feel Russ will add strength to our Division team and we anticipate his arrival.

## YOUTH FOR NATURAL BEAUTY

President Johnson, in his campaign to make our country more beautiful, called on all citizens for a creative preservation of America's beauty. He specifically charged the Department of Agriculture to cooperate with State and local organizations to develop an effective program. The Extension Service has a

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COOPERATING WITH LAND GRANT COLLEGES AND UNIVERSITIES

definite role, as defined in the memorandum issued by Secretary Freeman. On May 24th and 25th, the White House Conference on Natural Beauty convened as a result of the President's message.

As an immediate follow-up to that conference, a "Youth for Natural Beauty" campaign was launched on June 8th. Secretary Freeman challenged youth to serve as a vital force. Alan Gebhart, outstanding 4-H'er of Maryland and a Reporter-to-the-Nation, responded for 4-H and all youth of America. Luci Johnson, the President's younger daughter, was named honorary chairman. She proposed being a working chairman as well as an honorary one. Donna Mae Pace, 4-H member from New Jersey served as master of ceremonies. A movie, slide set and radio tape of the June 8 program are already completed. A further kit of ideas will be shared with you in the future.

It is hoped every State will have some type of program by fall with educational efforts extended beyond that time. This affords opportunity to demonstrate the effectiveness of the 4-H program and a leadership role with other youth groups.

#### INTERNATIONAL CONFERENCE OF EXTENSION LEADERS

A world wide conference of senior Extension administrators from 38 countries got under way on July 22. The group met at the National 4-H Center on the following day where I had the help of Hoke Smith, a Report-to-the-Nation delegate, in explaining 4-H to the group.

The main part of the conference will be held in South Dakota. Enroute, the group will observe Extension in counties of Ohio and Indiana.

4-H workers from 6 countries are included in the conference.

#### CLOTHING AND PLANT SCIENCE AT CLUB CONGRESS

Ray Cox and committee have planned an excellent program for Leader Sessions at National 4-H Club Congress. The combined group of State workers will hear Dr. Ralph Tyler on Monday. For the Wednesday and Thursday sessions, two groups will be operating simultaneously--clothing and plant science. A real galaxy of speakers has been lined up to keynote new trends and emphasis in each field.

You will recall, Dr. "Bill" Skelton of Virginia chaired a special committee that recommended subject matter areas to be featured for Club Congress leaders sessions. The committee came up with foods-nutrition and animal science for 1964, clothing and plant science for 1965, home management-home furnishings and agricultural engineering for 1966. We would hope that each State will make special effort to have specialists working on these programs to attend the Club Congress.

#### TWO NEW TV SPOTS FOR 4-H

We are excited about two new 1-minute TV spots, which should be available by September 1 in plenty of time for National 4-H Club Week. Each State will receive a reference copy and additional copies are available for purchase.



Since they are to be available in both 35 and 16 mm. they could be used for theatre showing as well as TV. Joe Tonkin has done a truly creative job in developing these shorts in animated cartoon style.

#### "CLOTHES, MONEY, AND YOU"

Extension has increasingly helped both boys and girls, 4-H members and other youth, to be wiser consumers. Since 1950 the teenage population has been growing at more than twice the rate of the remaining United States population.

By 1970 this market is expected to expand by 12 percent to 27 million boys and girls. These youth themselves annually spend \$12 to \$14 million dollars and, in addition, influence family spending patterns. Advertisers are aggressively focusing on the teenage market.

To speed Extension's efforts in helping youth make wise choices, a clothing specialist of the Pennsylvania State University staff, Miss Ruth Ann Nine, was brought to FES on temporary assignment through the planning of the Division of 4-H and Youth Development and Division of Home Economics. Miss Nine has developed program materials on consumer aspects of clothing, titled "Clothes, Money, and You." The material is to be made available to State Extension Services to be adapted for local programming with youth from all kinds of home backgrounds.

#### NEW HEALTH PUBLICATION - "My Health to Better Living"

Your orders will soon be filled for the new health planning guide addressed to professional Extension workers. Miss Pauline Brimhall, Health Education Specialist of Florida, is author of the bulletin, using information from discussions of the National 4-H Health Development Committee. Several prominent health educators have given consulting help. Agnes Hansen of Wisconsin, chairman of the Health Committee, shares our enthusiasm for this publication.

The committee suggests you introduce it in agent training conferences or with suitable suggestions for its most effective use.

#### YOUTH OPPORTUNITIES LETTER

This letter which goes to selected State 4-H staff members and other Resource Development staff members includes ideas, facts and pertinent materials on work with disadvantaged youth, youth employment and career exploration. The fifth letter has just been distributed. We are planning to revise the mailing list of those who want to receive it.

All State 4-H staffs should be aware, we think, of the great dearth of proposals coming to O. E. O. asking for funds for programs for rural disadvantaged youth. If you have a new and creative idea for a program that will be effective with youth in rural poverty, please see that it gets developed.

#### CRESTED CLOVER TO NATIONAL HOME ECONOMICS EXTENSION COUNCIL

Melody Richardson of Missouri will assist Dr. Davis in awarding a 4-H Crested Clover Citation to the National Home Economics Extension Council on August 10.

The citation will be accepted by Mrs. Eugene L. Survant, the National President. To make it truly a 4-H occasion, a 4-H band from Indiana will play several musical selections.

Melody is on the 1965 Report-to-the-Nation team.

#### REPORT-TO-THE-NATION - Texas Style

Texas conducted an exciting and ambitious Report-to-the-Nation schedule July 19 to 23, to better acquaint VIP's of business, industry, and the professions with 4-H. Three of the national reporters--Jack Harper of Louisiana, Margaret Edmundson, Nevada; and Wayne Dabney of Oklahoma, were joined by Patty Porter of Terrell, Texas. Patty is the granddaughter of the Walter Porter of Terrell, on whose farm the first Extension demonstration took place more than 60 years ago.

Luncheon or dinner Report meetings were held in Houston, Lubbock, Midland, Odessa, El Paso, Amarillo, and Fort Worth. Each of the meal events was sponsored by one or more civic organizations - among them Rotary, Lions, Chamber of Commerce, the Farm and Ranch Club, and the Livestock Show Association. States bordering Texas were invited to send representatives.

"The Reporters flew 2,000 miles and met personally with 2,900 people in five days," wrote Texas Extension editor Hal Taylor, who accompanied the group. "Besides talking to so many people, they had heavy television coverage--about six taped video interviews plus filming at every stop; also radio interviews, newspaper articles, and photographs." Trip idea originator and planner Bob Hunt, and 4-H State leader Floyd Lynch made the full schedule with the team. Also along to help were Ken Anderson of the National 4-H Service Committee, Ralph Kirch of the National 4-H Foundation, and Fern Kelley of our staff.

#### ONE REPORTER IN NATION'S CAPITAL

Hoke Smith III of North Carolina spent a couple of days in late July doing some important Reporting-to-the-Nation. (Hoke's grandfather was named for the Hoke Smith of Smith-Lever Act distinction.) Hoke, a top-ranking 4-H'er and college junior, included the following activities in his two days of "communicating:"

A visit with Congressman Harold Cooley, chairman of the House Agriculture Committee; personal calls on the Tar Heel State's two senators, Everett Jordan and Sam Ervin, Jr., on Capitol Hill; a 20-minute Voice of America broadcast for the youth series of "The World We Live In;" color videotape for TV's "Across the Fence;" a feature story interview and photographs with the Washington correspondent of the Raleigh (N. C.) NEWS-OBSERVER; taped interview for ABC network's, "American Farmer" and for "Agriculture, U.S.A.;" a meeting with Ted Repplier, president of the Advertising Council, Inc.; and a speech at a dinner program of the International Conference of Extension Leaders.

Hoke, like the Reporting team in Texas, stressed "How 4-H Fits the Future," and is adjusting and expanding to meet the needs of town, city, and suburban youth as well as farm and rural boys and girls.

## INTERVIEWS FOR REPORT-TO-THE-NATION FOR 1966

Eighteen States are eligible to name a boy or a girl, or both, for interview during National 4-H Congress. Under the rotation system established by the 4-H Subcommittee, the following States may nominate:

Massachusetts	Kentucky	North Dakota	Hawaii
West Virginia	Georgia	Ohio	Colorado
New York	Florida	South Dakota	California
Pennsylvania	Arkansas	Wisconsin	Arizona
	Alabama		Alaska

Delegates should be 15 or older, and not more than 19. They should be unmarried.

Interviews will be held on Sunday morning, November 28, the opening day of National 4-H Club Congress.

## FARM-CITY WEEK

4-H groups have traditionally done much to foster greater understanding between the urban and rural segments of our society. This work is usually culminated and reported during the Farm-City Week observance which is November 19-25, 1965.

We have sent you brochures on Youth and Farm-City Week in the past few years. (See copy enclosed). You can get more by writing to us. Copies were distributed through the National 4-H News. National 4-H News magazine has conducted contests on the most outstanding 4-H program on Farm-City or Rural-Urban relations. Elwood Shaffer has a collection of many good ideas of what could be done.

Now is the time to alert counties about these opportunities for what can be very worthwhile activity. Young people can and will do most of the planning and work if they are permitted.

## CITIZENSHIP SHORT COURSES

Fourteen Short Courses are being conducted at the National 4-H Center this summer. It is expected that 4500 4-H members from 30 States will participate in the week-long programs. Classroom talks and discussions at the 4-H Center are combined with personal visits to major government agencies and shrines important to American democracy.

## 13th JUNIOR FACT FINDING CONFERENCE

The conference next February 10-13 is a career guidance program for young men and women who have expressed interest in a career in some phase of the poultry industry. Youth will be challenged with the potential that exists for those who equip themselves. The conference will be held in Kansas City.

If you need further information, contact Mr. Frank G. Wollney at the Institute of American Poultry Industries, 67 E. Madison Street, Chicago.



### SUGGESTION FOR OLDER MEMBER PROGRAMS

Here is an opportunity to incorporate community hospitals, local physicians, high school counselors and others in a meaningful 4-H older member program. This experience might be repeated with many other firms or institutions such as: Local pharmacies, insurance companies, county government, post office, etc.

An item in the "Phi Delta Kappa Magazine" for June 1965 describes such an experience with 50 eleventh grade biology students who were taken on a day-long tour of the obstetrics and gynecology departments of two large hospitals. The seminar was planned by the New York Medical College and the New Lincoln High School. A variety of teaching methods were used with the tour.

### SCIENCE TALENT SEARCH

Many 4-H members, who emphasize science in 4-H projects, could profitably be alerted to the Science Talent Search. Contact could be made with the member's own science teacher or with Science Clubs of America, 1719 N. Street, Washington, D. C. 20036. Valuable scholarships are available.

### NEW GIRL SCOUT MOVIE

An excellent new Girl Scout movie, "Open Your Eyes", depicts service by Girl Scout troops to improve their communities. You will want to see it if you get a chance.

### TALK BY MICHAEL DRURY IN NATIONAL MAGAZINE

The August issue of McCall's will carry the talk made by Miss Michael Drury at the 1964 National 4-H Club Congress. This is a credit to Miss Drury and recognition of the excellence of the Congress program.

### NOTE FOR READING

If you have not already read "Cross-Age Relationships--An Educational Resource" by Peggy Lippitt and John E. Lohman, in the May-June 1965 issue of Children (HEW publication), we commend it to you. It is particularly pertinent for those interested in senior leadership.

### /SHARING THE GOOD IDEAS USED IN THE STATES/

#### ALASKA - Youth Conference

The Cooperative Extension Service and the Alaska High School Student Councils jointly sponsor a youth leadership conference, held at the University. Leadership development and career exploration are the main topics.

#### GEORGIA - Minnesota Exchange

Thirty-six senior 4-H members visited Minnesota on the first cycle of an inter-state exchange. The exchange trip was planned so the group could participate in Minnesota's annual State 4-H junior leader conference before going to individual homes for a week's experience.



### IDAHO - Scoop Book

Delegates to the Idaho 4-H Club Congress were given a clever and useful "Scoop Book" to help them make a kind of diary to aid in back-home reporting.

### LOUISIANA

Time and money management were points of focus for a new section at the 4-H Short Course this year. A vice president of a prominent bank was key resource person.

### MAINE

The Older Youth Conference held at the University had the theme "Develop your 'self'-Be a Leader". Joe McAuliffe spoke on Leadership in terms of the group interactions, the situation, and the individual. Dr. Saul Silverman presented his "Keyboard of Farming Behavior." Dr. Silverman is a private consultant in family counseling and advises the Rhode Island Extension Service on the Providence program. The teenagers heard another talk on "How to Conduct an Interview", and then were interviewed by an adult in one of the career areas they had chosen as a field of interest. Each of the 40 different interviewers discussed with each individual youth his own needs regarding the improvement of his appearance and approach in an interview.

### MARYLAND - 4-H Dairy Workshops

In working with John Morris, Extension Dairy Specialist, and the 4-H staff in Maryland recently, John Banning learned of the very outstanding 4-H Dairy workshops which several Maryland counties have been holding.

They are a series of 10-12 two-hour sessions. The beginners and advanced groups hold separate sessions but on the same evening and in the same building.

Some very excellent workshop outlines have been developed and many visual aids and teaching gimmicks have been used. For further information, you can write to John Morris, Extension Dairy Specialist, University of Maryland, College Park, Maryland.

### MICHIGAN - Talk Over Topics

Dr. Del Dyer is now preparing "Talk over Topics for Leader Training". These are tied to the monthly issue of the National 4-H News and are sent to County Extension Agents as suggestions for utilizing the "News" as a training device even beyond its value as a direct piece. If other States have found ways to incorporate National 4-H News in their on-going 4-H leader training program, we would be pleased to hear about your particular emphasis.

On "Decisions in Human Relations," countians form units on prejudice with a Leader Guide prepared by James Harrison, Extension T.V. Specialist, and Bill Tedrick of the 4-H staff. Each unit has a companion film giving the basic facts for the unit.

MINNESOTA - 4-H Market Livestock Show

The show, successor to the annual 4-H Junior Livestock Show, will support the production of quality market livestock by 4-H'ers in tune with today's market needs and consumer demands. The Minnesota Livestock Breeder's Association sponsors the September 27-29 event, where special awards are planned for carcass quality in addition to those for live animal placings. An assembly emphasizing meat animal evaluation is planned for September 27. Later in the week a program will focus on the marketing and processing of livestock.

MINNESOTA - 4-H Junior Leadership Conference

The conference theme "LEARN - about ourselves, LEAD - others, LOVE - our neighbor" was carried out by a series of general assemblies featuring a speaker, followed by think-through sessions where the 800 delegates were involved in small group discussions. Dr. Gordon Beckstrand contributed one of the major thought-provoking talks. Joe McAuliffe worked with adult 4-H leaders and Extension Agents at the conference as well as on a Youth Evaluation Committee. In addition to the Minnesota Junior leaders, the conference was enlarged with representative 4-H'ers from Iowa and Georgia.

MISSOURI - Emphasis on Career Exploration

Ethel Alpenfels, speaking at State 4-H Club Week, said teenagers may find that the jobs they train for today no longer exist in a few years. She called technology the great steamroller that is changing values, religion, families, and ways of living. Theme of the week was "The Future belongs to those who plan."

NEW JERSEY - Grow Wildlife Food Plants

Club members from seven widely scattered counties have been growing plants of Tartarian honeysuckle and autumn olive to provide food and shelter for wildlife. The 4-H'ers grow the plants from seed and sell them to the New Jersey Division of Fish and Game of the State Department of Conservation and Economic Development at a small profit. Even urban youngsters with a plot of ground no bigger than four feet square can enjoy and at the same time contribute to the conservation of the State's resources.

Club members in Hunterdon County were cited recently for replanting some of the barren area around a new reservoir.

NEW YORK - Economic Growth of the Americas

A new feature of State 4-H Club Congress was a day emphasizing economic understanding. The general assembly featured presentation by Dr. Francis R. Bethlen, economist at the State University of New York at Plattsburg. It was followed by discussion sessions where economic understanding was related to various subject matter interest areas. For the past several years, the final day of State Congress has been devoted to some area of citizenship understanding.

#### NEW YORK - First State wide 4-H Recreation

4-H members, ages 15-19, who showed marked interest and potential were eligible to attend the first laboratory. Enrollment was limited to four delegates from counties with more than 1,000 members and two from all other counties. Laboratory participants received training enabling them to become camp counselors and to assist in their own counties with training of recreation leaders and in leading recreation for county events. As a result of social recreation sessions, three of the groups presented "This is 4-H" through drama, dance and song.

#### OHIO - Project-of-the-Day at State Fair

This popular feature, started last year, will again be scheduled. Boys and girls selected by counties will exhibit outstanding projects. A climax feature of the junior fair this year will be International Day on Sunday. IFYE's from New Zealand, Thailand, Korea, Switzerland, and Turkey, dressed in their national costumes, will discuss the culture, music, and customs of their native countries.

#### OREGON - 50th Anniversary

The 50th Anniversary 4-H Club Summer School was a huge success--judging by comments from many sources. Former State Leaders, living and dead, were recognized for their important roles.

#### WEST VIRGINIA - Science Camps

For the second year, science camps will be held in eight different locations for boys and girls of sixth to eighth grades. Camps are under the direction of the County Extension staff and are taught by science teachers of the area high schools, colleges and the University.

#### SEVEN STATES IN TVA AREA - 4-H Resource Development Conference

"Resource Development in a Changing World" included discussions on forestry, water, soil, air, mineral, wildlife, and human resources. In addition to studying resources and development of the area, the 4-H'ers had sessions on careers--since one objective of the conference was to increase the 4-H member's knowledge of professional opportunities related to resource development. The conference location was the beautiful setting at Fontana Village in North Carolina.

#### /NEWS OF OUR CO-WORKERS/

Our former co-worker Chester C. "Cha" Lang is gravely ill in a hospital at Western Reserve University in Cleveland. The problem seems to be caused by a brain tumor. Since his retirement from our staff, Cha has had assignments in several Latin American countries. Most recently he has been with the Extension Training Center at Turrialba, Costa Rica.

Rollyn Winters, N. J., recovering from gall bladder surgery, is reported to be making satisfactory progress.



A surprise to many of you may be the marriage of Ruth Weston, recently retired from the New Hampshire staff. That glint in Ruth's eye when she was here for recognition at National Conference was not all from the relaxation she was enjoying. In her early years of 4-H agent work, Ruth worked in the adjoining county to where her new husband was employed.

Evelyn Quesenberry, Ind., will be entering University of Wisconsin this fall to begin the initial work on a doctoral program.

Janice M. Sturdevant, Hawaii, is resigning from the 4-H staff (maternity).

Reita Jean Marks, W. Va., began July 1 as one of the State Extension Program Leaders for 4-H and Youth Development.

Harlem D. Sanberg was recently named to the 4-H position in Alaska. He was formerly an agent in Marshall County, Minn.

Geraldine Fenn, Montana, and Bea Cleveland, Ohio will be among the State leader group attending the World IFYE Conference. We understand the IFYE alumni of Ohio surprised Bea with a ticket to Switzerland in appreciation of her work with the program. Other State 4-H workers attending are:

Mr. and Mrs. Glenn Harr - Pennsylvania  
Mr. and Mrs. Eric Holm - Indiana  
Mary Woodward - Michigan  
Mildred Howell - Massachusetts  
Verne Varney - Wisconsin

Verne Varney, Wisc., is to be leader of a People-to-People tour for local 4-H leaders of Wisconsin. The itinerary includes Germany, Denmark, Poland, the Soviet Union, and Switzerland.

Bob Davis, Calif., will be the State Leader representative with the Canadian Exchange this year. The group will include eight delegates.

Mrs. Marilyn Wessel is new information specialist assisting Ted Hutchcroft at the National 4-H Club Foundation. She replaces Jannie Sweat, now in an office on Capitol Hill. Mrs. Wessel was trained at Iowa State.

Larry Krug, formerly of Tennessee Extension editorial staff, is new on the staff of National 4-H News. He will be working with Elwood Shaffer.

We were saddened by the death of former Director J. O. Knapp, West Virginia. Director Knapp gave deeply-appreciated support and guidance to 4-H work both in West Virginia and the Nation. He was one of the incorporators of the National 4-H Club Foundation and helped the National 4-H Center.

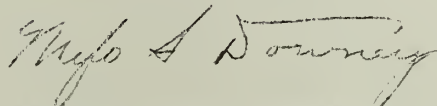
John L. Marks of the Automobile Safety Foundation, who died recently, was a strong supporter of 4-H work.

/IN CLOSING/

A favorite quote from Dr. Albert Schweitzer has meaning both for those who serve youth--through 4-H and other ways--and for the work that enlightened youth themselves can do to serve others:

"Open your eyes and look for some man, or some work for the sake of men, which needs a little time, a little friendliness, a little sympathy, a little human toil. See if there is not some place where you may invest your humanity."

Sincerely yours,

A handwritten signature in cursive script, reading "Mylo S. Downey".

Mylo S. Downey, Director  
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Enclosures

